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GLEICHEN CALL

**KEEP YOUR EYES
ON THE TARGET**

(By R. E. DEACHTON) Some time ago I wrote a story in which I tried to point out that the proper goal of economic effort is higher national income—full employment. I meant by this we must keep our eyes on the target. Without a high national income we can never be satisfied. We might, however, have full employment with the national income in the neighborhood. China is a good example, so also is India. Everybody is working, scratching to get a living all are desperately poor. Let us be very careful lest in our effort to get what is called "full employment" we get poverty rather than riches.

Then a few days ago I ran across an article in the New York Times written by Henry Hazlitt a brilliant financial writer, in which appeared these words:

"It is far better, if that were the choice—which it isn't—to have a maximum production with part of the population supported in idleness by disguised relief than to provide 'over-employment' by so many forms of disguised make-work production is disorganized."

Mr. Hazlitt is quite right, nothing could be more demoralizing than the provision of employment on work which is wholly unnecessary.

The task before us is quite clear. Employment of a creative kind consists in the production of commodities which have a real value, supply a society with the tools and materials or the provision of services which have a similar value. When we go back to that there are certain forms of effort which have a value over the long period of the years out on the frontier, but which in this country doubt that a thorough study of our forest problem would reveal the fact that we are using up our timber supplies rather rapidly while we have millions of acres of forest which is not suitable as agricultural land but which could be used for the growing new forests.

The House of Commons has been discussing recently certain problems of our national economy. These should have been studied and provided years ago. A start has been made with the Prairie Farm Rehabilitation Act. It has been a success. With relatively small expenditure of money a great deal has been made but we have not yet grappled these problems as a whole and faced them on broad lines as part of our national effort as a long term approach to the solution of the increased national income. We have been going on talk of increased social services but we fail to realize that expenditures on social services are hopeless unless we are prepared to deal with the larger problems of a higher income out of which these obligations are to be met. Otherwise

our social services are likely to intensify the problem they are supposed to remedy.

A higher national income should be put at the front of our program in the background, and under present circumstances, while competent men who ought to know better are trying to support the contention that a redistribution of the national income should be the leading item in our economic program.

**Quiz Program
On Station CFCN**

On Wednesday nights between 8:30 and 9:30 o'clock over CFCN Calgary's brand new series of Quiz programs takes the air—it's the Full-O-Pep Quiz sponsored by The Quaker Oats Company of Canada Ltd. (Feed Division) and your local Full-O-Pep Dealer.

The Full-O-Pep Quiz Broadcast is sponsored by The Full-O-Pep Dealers in the area adjacent to Calgary. The Full-O-Pep Farm Show, which is now in its second year, and the Quiz broadcast takes place in a different community each week. The first Full-O-Pep Farm Show will take place at Cardston on Saturday, February 11 at 8 p.m. on station CFCN Calgary.

During the Full-O-Pep Farm Show, a Full-O-Pep Quiz program is recorded and re-broadcast over station CFCN Calgary the following Wednesday night at 8:30 p.m. The next Quiz offers prizes to the listening audience as well as the contestants selected from Farm Show audience.

The air audience can enter the contest by simply sending a letter containing their names and address to the Full-O-Pep Quiz Station CFCN, Calgary.

This makes you eligible for the lucky listener prize which is paid in cash.

With the arrival of table potatoes at several points in Alberta from the United States officials of the Alberta Department of Agriculture are warning against growing them as eating potatoes for sale would be an extremely dangerous practice. Some shipments which have been inspected have been found to contain late blight and other diseases which we have never seen before rapidly while we have millions of acres of forest which is not suitable as agricultural land but which could be used for the growing new forests.

Carrot tops growing in the ground are often affected by late blight and other diseases which may readily spread to the main crop. It is known that the States from which these potatoes are coming are having considerable difficulty in keeping bacterial ring rot under control and unfortunately it is fully expected that ring rot may be one of the



DR. K. W. NEATBY,
Director,
Lanigan Research Service,
WINNIPEG - Manitoba

Deadly Poisons

Water Hemlock is very poisonous and quite common. Ditches and wet ditches. Cases of livestock poisoning are reported from time to time. The plant is not so common and more common were it not for the fact that the plant has a very bitter taste and are not relished by cattle.

The tall leafy plants with many small white flowers in flat-topped clusters are familiar to all observant Westerners, are almost sure to be either Water Hemlock (very poisonous) or Water Hemlock (less poisonous) or Water Hemlock (not poisonous). Every one should be able to tell the difference and the best way is to taste the plant and taste the roots. Water Hemlock has several thick fleshy roots, just underground, and when cut they taste like turnips. Don't bite into them because death may be quick and painful. Water Hemlock has no smell, but has a bitter taste.

The two species may also be distinguished by means of leaf characters. The two species of water hemlock, of leaves and of roots have been reproduced on a printed leaflet. Copies may be obtained from the Alberta Department of Agriculture, Elevator grain elevators. County school teachers could be advised to avail themselves of this opportunity.

Water Hemlock is pastures should be pulled and burned, especially if it is feeding a little stock and stock generally hungry.

disseases carried by these imports.

Good safe seed potatoes are scarce. Those who have no reason to believe that their own potatoes are diseased would be well advised to select the best seed for planting this year. When disease is suspected in the potatoes grown at home, careful inquiries should be made before buying new seed.

It is not so important which men control industry as which ideas control the men.

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